

# TexasMonthly

## INTERNSHIPS

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Since 1973, **Texas Monthly** has chronicled life in contemporary Texas, reporting on vital issues such as politics, the environment, industry, and education. As a leisure guide, **Texas Monthly** continues to be the indispensable authority on the Texas scene, covering music, the arts, travel, food, museums, and cultural events with its insightful recommendations. **Texas Monthly** has a reputation for providing its readers with a magazine of the highest editorial quality. Simply put, we are the National Magazine of Texas.

Internships at **Texas Monthly** are available each fall, spring, and summer semester. All positions are unpaid and available only to students enrolled in an accredited academic program at the time of the internship. We can only consider your application if you are seeking an internship for credit or if you receive approval from your university to intern with us. All internships include a 20 percent job shadowing experience. If you are interested in gaining valuable experience in any of the departments listed below, please send a résumé and cover letter specifying the department(s) in which you would like to work to:

Internship Coordinator

**Texas Monthly**

P.O. Box 1569

Austin, Texas 78767

[internships@texasmonthly.com](mailto:internships@texasmonthly.com)

Fax: 512.476.9007

Internships are available in the following departments:

Accounting

Advertising & Sales Development\*\*

Audience Development & Advertising Research

Custom Publishing

Editorial

General Administration & Human Resources

Marketing

Production

\*\*Positions are available in both the Austin and Dallas offices.

(Please note: Dallas positions are typically only offered in the summer)

## **INTERNSHIP JOB DESCRIPTIONS**

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### **Accounting**

**What we do:** The accounting department oversees *Texas Monthly's* finances. From billing advertisers to managing the office's internal expense reports, this is the department that supports the business of publishing.

**What you would do:** From processing credit applications and expense reports to assisting on collection calls and month-end closing reports, interns will gain insight into all aspects of the magazine's business affairs. Plus, you'll learn a little something about software programs such as MSG, Lawson, and Concur and improve on existing Excel and Word skills. Interns will work mostly with the Billing Systems Manager and Credit Manager, while being given the occasional assignment from the VP Controller and the Director of Business Operations.

**Hours:** 10 to 15 hours a week

**Requirements:** Interns must be detail-oriented, self-motivated, and superhumanly proficient in Excel.

### **Advertising & Sales Development**

**What we do:** The advertising and sales development departments work to create and maintain strong relationships with outside advertisers and clients. We generate revenue for the magazine through advertising on both local and national levels. Texas Monthly advertisers strive to maintain our well-known and highly respected image by choosing to showcase only diverse, high-quality, and well-respected brands.

**What you would do:** Interns will aid the department in assembling media kits for advertisers, completing special projects for account managers, and assisting with prospect mailings. Intern duties will include routing mail, typing, filing, faxing, scanning, copying, phone prospecting, database management, and updating sales tools. The most pressing area is assisting with important mailings to advertisers, including advanced copies of Texas Monthly. Another important task is

updating the marketplace section on texasmonthly.com with the appropriate information from advertisers.

**Hours:** 10 to 15 hours a week

**Requirements:** Attention to detail, time management, and ability to meet deadlines. Prior intermediate level experiences with Excel and mail merge tool are helpful, as well as proper phone and email etiquette. This is a fast-moving, dynamic work environment best-suited to students interested in advertising, sales, communications, marketing, research, or promotions.

### **Audience Development & Advertising Research**

**What we do:** The dynamic duo of audience development and advertising research is in the business of understanding who reads *Texas Monthly*—and why. The department's scope includes the acquisition, retention, and monetization of the magazine's newsstand, print subscription, digital subscription, website, e-newsletter, and social media audiences. And in addition to understanding all of this for the mother ship, TM's audience development department also oversees such data for five other city-and-regional titles (in locales as far-flung as Los Angeles and Cincinnati and Atlanta). By continuously analyzing consumer behavior and purchasing trends, the department's primary function is to build and maintain the audience for all seven titles.

**What you would do:** A spot in audience development and advertising research will entail compiling monthly consumer behavior reports, identifying customer activity trends through year-to-year analyses, managing back-issue fulfillment, monitoring the scheduling and accuracy of subscriber renewal and invoice notices, writing responses to in-house customer inquiries, and assisting on special projects of market research sort.

**Hours:** 10 to 15 hours a week, typically half days on Mondays, Wednesdays, and Fridays or full days on Tuesdays and Thursdays

**Requirements:** Knowledge of Excel and Word is a must, and basic competency in mathematics is required of all interns. That said, all majors are welcome to apply. (For those who'd like to specialize in market research, we recommend familiarity with pivot tables and previous coursework in the field. Interns capable of handling large data sets with attention to detail are preferred.)

## Custom Publishing

**What we do:** TEXAS MONTHLY CUSTOM PUBLISHING (TMCP) has been a division of *Texas Monthly* since 1991. For more than twenty years, we have served clients by publishing magazines and books that help them communicate with their customers, colleagues, and employees. Beginning with our first client, the state tourism office, TMCP has been focused on the economic success of our state and of Texas companies, including outstanding institutions such as H-E-B Grocery, the University of Texas, the Greater Houston Partnership, and the Dallas Regional Chamber. While we borrow from *Texas Monthly* from time to time, we stand apart as a division with our own staff and freelance writers, editors, photographers, fact-checkers, and copy editors.

**What you would do:** Interns assist with fact-checking, proofreading, writing, photo research, design, and maintaining digital versions of our publications. Some day-to-day activities include routing mail, creating tear sheets, organizing and maintaining our magazine archives, and printing/mailing media kits and advertiser/freelance copies of magazines. Our interns also write blog posts and maintain various social media accounts.

**Hours:** 10 to 12 hours a week

## Editorial

**What we do:** The editorial department tells stories, through words and photographs, illustrations and infographics. Our specialties are long-form narrative journalism, on topics that have ranged from the incarceration of innocent men to the breaking of a wild mustang; good, old-fashioned service journalism (see our list of the state's 50 greatest barbecue joints or the 175 places in Texas you should undeniably visit before you die); and stunning photography. But no matter the subject matter or approach, our mission remains simple: to inform and entertain our readers on the past, present, and future of the state in which they live.

**What you would do:** As an editorial intern, you'll pitch story ideas, gather information about monthly cultural happenings across the state, transcribe interviews, fact-check restaurant reviews, aid in the digitization of forty years' worth of archived content, and research a wide range of topics, from food and true crime to politics and the fine advice of the magazine's in-house humorist, the Texanist. And with

each project that comes their way, editorial interns are overseen and guided by a team of senior editors and writers.

**Hours:** 12 to 20 hours a week

**Requirements:** Writing opportunities aren't guaranteed, but they do crop up from time to time, so facility with language and various modes of communication—for print, online, and social media outlets—is a must. A voracious appetite for storytelling and Texas news is also highly encouraged.

### **Digital Marketing**

**What we do:** The Digital Marketing and Sales team works closely with account managers and clients on all online advertising initiatives. We generate revenue for *Texas Monthly* through digital advertising campaigns and work with clients to provide optimal results that reach their target audience. We also provide online support for all Marketing department programs and events.

**What you would do:** The Digital Marketing Intern will work directly with the Digital Marketing and Sales team to help execute campaigns for multiple clients. The intern will be exposed to digital media initiatives such as display advertising, native advertising, sponsored social advertising and more.

Some responsibilities will include:

- Creating end-of-campaign reports for clients
- Producing small sponsor content pieces and promotional programs
- Updating the Digital Inventory Calendar weekly
- Attending weekly digital team meetings
- Working with the digital marketing team to develop innovative ideas for clients

The internship will allow for opportunities to contribute ideas and learn about all facets of a digital campaign. Additional projects can be developed around the intern's strengths.

**Hours:** 10 to 15 hours a week

**Requirements:** This position requires strong computer skills and an in-depth understanding of the internet. Successful candidates will have a desire to learn quickly in a fast-paced environment, great communication and time-management skills, and outstanding

attention to detail. This position will be a good fit for students interested in digital marketing, advertising, and sales.

Candidate must be proficient with Microsoft Excel/PowerPoint/Word, WordPress, Facebook, Twitter, and Instagram. Experience using Google Analytics, HTML, and Photoshop is preferred, but not necessary.

### **General Administration & Human Resources**

**What we do:** The general administration department manages the smooth functioning of the everyday administrative operations of the magazine. GA supports the other departments in various ways large and small: workstation ergonomics, mailroom processes, staff parties, business systems, employee welfare, benefits consultation, staffing, and human resources.

**What you would do:** The human resources intern will assist with internship paperwork and applications, manage online databases of the internship program, conduct phone interviews with applicants, assist the department with recruitment events on college campuses, and provide other administrative support as needed to the director of operations.

**Hours:** 10 to 12 hours per week

**Requirements:** No previous HR experience is necessary; however, a successful candidate must have an interest in the HR field. Interns must be proficient in Microsoft Office (specifically Word and Excel), possess the ability to work independently and with excellent attention to detail, and be willing to learn and take on new tasks. All majors are welcome to apply.

### **Marketing**

**What we do:** The marketing department works closely with advertisers to execute added-value programs, including in-book advertorials, digital programs, and in-market events. The marketing team also assists with editorial promotions, including reader engagement initiatives and events, including the brand's signature event, the TMBBQ Fest.

**What you would do:** Marketing interns will be exposed to all facets of the marketing effort of a magazine: advertorial copywriting and design and working with clients on promotional and added-value programs.

Other duties include sponsorship tracking, website and social media maintenance, behind-the-scenes event planning, and various research projects.

**Hours:** 10 to 15 hours a week

**Requirements:** This fast-moving, dynamic work environment is best-suited to motivated individuals who have top-notch time-management skills and a positive attitude. The position is a good fit for students with an interest in the following career fields: public relations, marketing, copywriting, promotion, or advertising sales. Experience with Microsoft Office is a must. Design software and HTML knowledge is preferred but not necessary.

### **Production**

**What we do:** There is a saying in the production department: "Editorial is where the story is realized. Art makes it beautiful. And production makes it work." In production, we oversee the complete life cycle of each and every issue of ***Texas Monthly***.

**What you would do:** As a production intern, you'll assist in all functions of expediting the production of pages and digital content for both ***Texas Monthly*** and all the various publications coming out of its Custom Publishing operation. Duties may include creating formatted ads for special advertising sections, approving pages for press, preparing the dummy book for the next issue, creating digital versions of custom publications, and reformatting pages for [texasmonthly.com](http://texasmonthly.com).

**Hours:** 12 to 15 hours a week

**Requirements:** Strong computer and organizational skills, dependability, and self-motivation are required for assisting production personnel. Proficiency with Macintosh, InDesign, and Photoshop are necessary. Knowledge of Illustrator and HTML are encouraged but not mandatory.